April 17, 1954

MEMO TO: Advt. Mgr.
Solicitation Managers
Promotions Managers
> Public Relations Director
Editor, WYBC Microphone

FROM: Ted Putney, Business Mgr.

RE: WYBC Microphone Publication Dates & Advertising Rates for 1954-55.

Because of increased costs of publishing the Microphone, it will be necessary to raise our advertising rates for the year 1954-55. The rates, presented below, cover only the cost of 15 issues of the Microphone to WYBC, assuming that each issue consists of four page and that only one page of advertising appears in each issue.

Publication Dates: First Term	Distribution:
1) Wednesday, September 1, 1954	Mailed to the homes of all members of the Freshman Class (1958).
2) Monday, October 4, 1954	Distributed free to all undergraduate college and dormitory rooms.
3) Monday, October 18, 1954	"
4) Monday, November 1, 1954	"
5) Monday, November 15, 1954	"
6) Monday, November 29, 1954	"
7) Monday, December 13, 1954	"
8) Monday, January 10, 1955	"
Publication Dates: Second Term	Distribution: All issues during the second term will be distributed free to all undergraduate college and dormitory rooms.
9) Monday, February 14, 1955	
10) Monday, February 28, 1955	
11) Monday, March 14, 1955	
12) Monday, April 4, 1955	
13) Monday, April 18, 1955	

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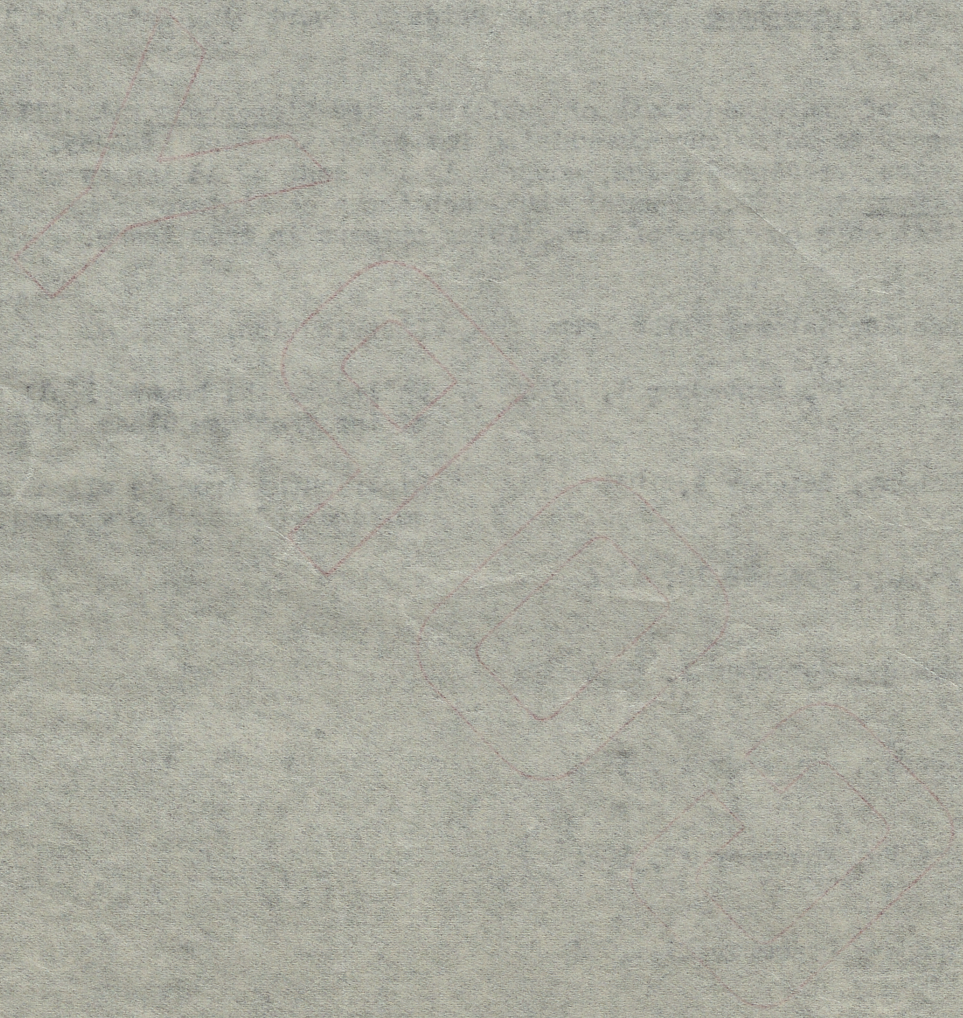


Distribution Dates: Second Term (continued)

14) Monday, May 2, 1955

15) Friday, May 13, 1955

Advertising Rates:

Contract terms: Payments due 15 days after end of month.
Advertising copy must be submitted to WYBC
at least two weeks before each publication date.

Rates for entire year (15 issues):

One page: $ 525.--

1/2 page: $ 265.--

1/4 page: $ 135.--

1/8 page: $ 70.--

Rates for Fall Term (8 issues):

One page: $ 290.--

1/2 page: $ 150.--

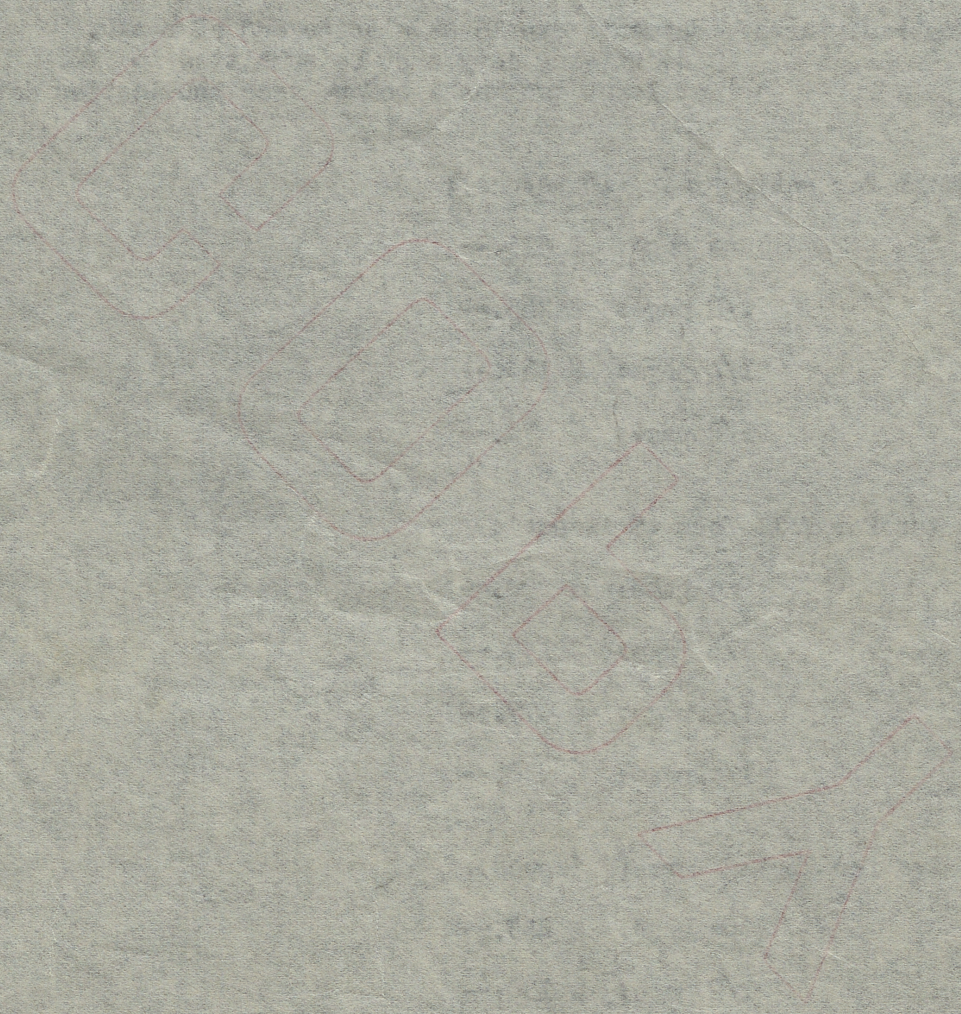
1/4 page: $ 77.50

1/8 page: $ 40.--

Rates for Spring Term (7 issues):

One page: $ 255.--

1/2 page: $ 130.--

1/4 page: $ 67.50

1/8 page: $ 35.00